

ARENA ADVISORY MEETING MINUTES

Thursday, February 9, 2012

Everett Arena 8:00 AM

Present: Chairman Nick Wallner, David Palisi, Mike Gfroerer, Dan Arndt, Councilor Mark Coen, Arena & Properties Manager Jeff Bardwell, Public Properties Superintendent Harry Dangora
Absent: Councilor Dick Patten; Gerry Blanchette, Tom Ackerson

Meeting called to order at 8:00 AM

Rates for 2012-2013

Jeff Bardwell handed out the finance department's spreadsheet for rates and fees and staffs recommendations on rates for next year based on the arena's proforma. Mark Coen had a question on what outside parking lot vendors were charged for having a spot to sell by the arena. Jeff Bardwell explained the various rates and lot rentals currently bring in over \$8,000 in revenue. Lot rentals have been increased every year by approximately 2%. Christmas tree sales go out bid each year and if there is no bids the vendor is charged the Christmas tree rate which is currently \$4,000. Discussion took place as to the amount that tree vendors may make. Jeff Bardwell explained that a few years ago the Christmas tree rate was added based on what bids were in the past so the arena could charge that amount the years there are no bids. Nick Wallner added that when the arena first started selling spots to outside vendors there was a lot push back from area business's who felt it was not fair to allow those type of sales. Mark Coen suggested a summary rate sheet be added to the budget so rates were easier to see. Discussion took place on the budget process and the various overhead charges that enterprise funds pay the city. The arena currently pays over \$50,000 a year in overhead administration charges back the city's general fund. Jeff Bardwell explained that along with reviewing expenses and revenue he survey's the arena's in New Hampshire each year as to their rates to have a comparison that what the Everett Arena charges for rates are competitive with the market. Mike Gfroerer made a motion to approve the arena rates as presented, Dave Palisi seconded the motion, there was no further discussion, motion passed unanimously.

Arena Entrance

The arena main entrance improvements are nearly complete, remaining items include improvements to the front office (paint, curtains, door), T.V. in the lobby and completion of pictures on the wall across from the snack bar. Mark Coen asked on the feedback on the lobby improvements, Jeff Bardwell indicated he has only heard positive feedback. Discussion took place on the lobby improvements and the floor replacement project. Mike Gfroerer asked if there was any savings noticed with the new floor. Jeff Bardwell indicated that there has been a savings based on KWH comparison to date with previous year data. Based on current data it appears the arena will save approximately \$2,600 compared with FY11; approximately \$10,000 compared to FY09 which was the last year the arena offered summer ice and approximately \$34,000 compared to FY05 which was prior to energy improvements which include lighting, VFD's on various motors, Low E ceiling and an energy management system. Mike Gfroerer thought that this would make a good news story once the fiscal year was complete.

Discussion took place on the possibility of a new arena entrance located on the north west side of the arena. Jeff Bardwell explained that in comparison to other arenas the one thing the Everett Arena is lacking is an entrance that incorporates a front office, ticket window, pro shop, snack bar, meeting/function room and an area large enough for people to congregate. Nick Wallner suggested getting together a list of what a new entrance should have and move forward with exploring the possibilities. Dave Palisi offered to help and Jeff Bardwell asked to have any ideas emailed and he would compile a list and report back.

Arena Advertising Update

Jeff Bardwell updated the committee on arena advertising sales since the Black Ice Group has taken over and made it part of their sales package for the annual Black Ice Pond Hockey Tournament. Sales from previous years total \$3,300 and Black Ice has generated approximately \$14,000 in new sales bringing the arena's advertising revenue to over \$17,000. Dave Palisi asked how the arena will budget for advertising in the future, Jeff Bardwell indicated the arena would be conservative until a proven track record was shown year to year.

Nick Wallner made a motion to adjourn.

Meeting adjourned 9:05 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager